

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 03174 110934Z

10

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 /018 W
----- 119783

R 110824Z MAR 75
FM AMEMBASSY TOKYO
TO USDOC USTS
INFO SECSTATE WASHDC 8594

UNCLAS TOKYO 3174

E.O. 11652: N/A

TAGS: ETRD

SUBJECT: FY75 ADVERTISING FUNDS

JW 5-328. Y&R/TOKYO ADVISES THAT DUE TO RECENT FLUCTUATION OF DOLLAR/
YEN EXCHANGE RATE IN FAVOR OF HE YEN, THEY ANTICIPATE DOLS3,000-
3,500 DEFICIT IN MEDIA SPACE PURCHASE FUNDS. LAST THING WE WANT TO DO

IS CANCEL SOME OF OUR MAY ADS BECAUSE WE HAVE FEW INSERTIONS IN
MAY TO BEGIN WITH, AND THIS IS THE ONLY MONTH IN WHICH WE FEATURING
NTA MACH TOUR PACKAGES. WOULD IT THEREFORE BE POSSIBLE TO ALLOCATE
ADDITIONAL DOLS3,500 TO JAPAN ADVERTISING ACCOUNT? IF HQ FUNDS
NOT AVAILABLE, COULD YOU TRANSFER NECESSARY FUNDS FROM OUR
LITERATURE PRINTING BUDGET TO THE ADVERTISING ACCOUNT? Y&R/TOKYO
TELEXING Y&R/NEW YORK ON SUBJECT. PRIORITY CABLE REPLY BY 18MAR
REQUESTED AS MAY INSERTION ON DEADLINE APPROACHING RAPIDLY.
HODGSON

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NNN

Message Attributes

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Disposition Event:
Disposition History: n/a
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Margaret P. Grafeld
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